{dzLJLJfŜYŜyűl·Nè Table 1. Themes and categories describing participants' thought processes for arriving at responses on 9 functional items.

Functional Items	Condition	Total correct (n)	Themes/Categories – "Explanations for Correct Responses"	Total incorrect/ don't know (n)	Themes/Categories – "Explanations for Incorrect Responses"
Interpreting nutrition information on NFts					
Does Product A have a little, moderate amount, or a lot of sodium?	1 – current NFt	1	• Made a subjective guess • Compared to other product • Applied simple descriptors or colour coding of %DV	3	• Did not understand that %DV can be used to determine the amount of a nutrient in a product • Made a subjective guess • Compared to other product • Ignored interpretational aids
	2 - equal SS	4		0	
	3 – simple descriptors	2		3	
	4 – equal SS + simple descriptors	4		0	
	5 – colour coding	2		3	
	6 – equal SS + colour coding	4		0	
True/False: You should try to get 100% of the daily value for saturated fat every day.	1 - current NFt	2	• Understood to limit intake of negative nutrients • Identified saturated fat is a negative nutrient	2	• Perceived 100%DV as the government recommended amount per day for all nutrients • Did not understand saturated fat is a negative nutrient and intake should be limited
	2 - equal SS	1		3	
	3 – simple descriptors	4		1	
	4 – equal SS + simple descriptors	2		2	
	5 – colour coding	3		2	
	6 – equal SS + colour coding	3		1	
True/False: You should try to get 100% of the Daily value for calcium every day.	1 - current NFt	3	• Perceived 100%DV as the government recommended amount per day • Identified calcium as a positive nutrient	1	• Believed calcium is not necessary for healthy development • Did not understand %DV
	2 - equal SS	4		0	
	3 – simple descriptors	5		0	
	4 – equal SS + simple descriptors	3		1	
	5 – colour coding	4		1	
	6 – equal SS + colour coding	3		1	

Defining nutrition information on NFts					
Looking at Product B, what does 2% daily value of Vitamin A mean to you?	1 - current NFt	4	• Understood that concept of %DV	0	• Perceived 2% of crackers to contain Vitamin A • Uncertain of the health benefits of Vitamin A • Did not understand the concept of %DV
	2 - equal SS	3		1	
	3 – simple descriptors	5		0	
	4 – equal SS + simple descriptors	3		1	
	5 – colour coding	2		3	
	6 – equal SS + colour coding	2		2	
True/False: You can use the percent daily value in the Nutrition Facts table to compare foods.	1 - current NFt	4	• Understood that %DV information can be used to compare nutrients across foods • Recognized the importance of comparable serving sizes	0	• Believed "mass" not %DV is used to compare foods • Did not recognize the limitations of using %DV when serving sizes are not relatively equal
	2 - equal SS	3		1	
	3 – simple descriptors	5		0	
	4 – equal SS + simple descriptors	4		0	
	5 – colour coding	3		2	
	6 – equal SS + colour coding	4		0	
Comparing nutrition information on NFts					
Looking at products A and B, which product do you think would be the best option for someone who is trying to reduce the risk of blood pressure by lowering their sodium intake?	1 - current NFt	4	• Directly compared nutrients between products • Consulted serving size before comparing • Applied simple descriptors or colour coding of %DV	0	• Did not consult serving size information when comparing between products • Considered the household measure of serving size (e.g., 7 crackers) but not the metric measure (e.g., 30g)
	2 - equal SS	4		0	
	3 – simple descriptors	3		2	
	4 – equal SS + simple descriptors	4		0	
	5 – colour coding	5		0	
	6 – equal SS + colour coding	4		0	
Looking at products A and B, which product do you think would be the best option for someone trying to eat fewer calories?	1 - current NFt	1	• Directly compared nutrients between products • Consulted serving size before manipulating nutrition information	3	• Did not consult serving size information when comparing between products • Considered the household measure of serving size (e.g., 7 crackers) but not the metric measure (e.g., 30g) • Math issue - Made a math error or perceived the math as too complex
	2 - equal SS	4		0	
	3 – simple descriptors	0		5	
	4 – equal SS + simple descriptors	4		0	
	5 – colour coding	2		3	
	6 – equal SS + colour coding	4		0	

Manipulating nutrition information on NFts					
How many servings of product B would you have to eat in order to get all the fibre you need in one day?	1 - current NFt	3	• Understood the concepts of "serving size" and %DV • Able to correctly mathematically manipulate nutrition information	1	• Did not understand the concept of %DV - Unaware that %DV can be used to determine the recommended amount per day of fibre • Did not understand the concept of "servings" and "serving size" • Math issue - Made math error when manipulating nutrition information
	2 - equal SS	2		2	
	3 – simple descriptors	5		0	
	4 – equal SS + simple descriptors	2		2	
	5 – colour coding	2		3	
	6 – equal SS + colour coding	2		2	
If you consume half a box of Product A, what percentage of the daily value of total fat would you consume?	1 - current NFt	3	• Understood the concepts of "serving size" and %DV • Able to correctly mathematically manipulate nutrition information	1	• Did not understand the concept of %DV • Made mathematical error when manipulating nutrition information • Perceived math and effort too much
	2 - equal SS	3		1	
	3 – simple descriptors	4		1	
	4 – equal SS + simple descriptors	3		1	
	5 – colour coding	4		1	
	6 – equal SS + colour coding	1		3	

Abbreviations: SS = Serving Size; %DV = Percent Daily Value